

## Student's Book

### Page 98 (Video questions)

- 1 Adverts aimed at young people tend to use modern, faster music.
- 2 The best colours to use in a soap advert are green and blue.
- 3 If an advert is funny it makes people talk about it, and this increases sales.

### Page 99

Ex. 2

- |            |            |               |
|------------|------------|---------------|
| 1. adverts | 3. buyers  | 5. influenced |
| 2. brand   | 4. reviews | 6. logo       |

Ex. 3

- |              |           |               |              |
|--------------|-----------|---------------|--------------|
| 1. advertise | 3. buyer  | 5. ad blocker | 7. influence |
| 2. produce   | 4. review | 6. market     | 8. sell      |

### Page 100

Ex. 2

1. The number of people influenced to buy something by blogs.
2. The number of people who say conversations with friends on social media give the best product information.
3. The number of people who use ad blockers.

Ex. 3

- |        |      |      |
|--------|------|------|
| 1. UGC | 3. N | 5. I |
| 2. UGC | 4. I | 6. N |

Ex. 4

1. followers.
2. personalised
3. campaign.
4. block.
5. sponsored

## Workbook

### Page 68

Ex. 1

Across

3 BRAND

6 ADVERTISE

9 SELLER

10 REVIEW

11 LOGO

Down

1 INFLUENCE

2 ADBLOCKER

4 PRODUCT

5 MARKETING

7 SLOGAN

8 BUYER

Ex. 2

1. to buy

3. advertised

5. is selling

7. doesn't influence

2. reviewed

4. to market

6. are produced

8. to block

Ex. 3

1. buyer

3. advert

5. seller

7. influencer

2. reviewer

4. marketing

6. producer

8. blocker

### Page 69

Ex. 1

They can see what we search for, know the photos we are looking at and know where we are through GPS. Shopping and music sites can also see what we like to watch.

Ex. 2

1. access

2. browse

3. gather

4. update

5. data

6. give away

Ex. 3

1. False (see Workbook).

2. True

3. True

4. False. Information is gathered for users to give them a better service.

5. False. We generate 50 times more data in one second than we did in one day in 1992.

6. True

Ex. 4

Your own answers.